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(54) Title: METHOD FOR DIAGNOSING AND APPROPRIATELY CLEANSING, CONDITIONING AND STYLING THE  
HAIR

(57) Abstract: A method for diagnosing and appropriately cleansing and conditioning hair includes steps of evaluating character-  
istics of the hair and scalp and cleansing and conditioning the hair with a shampoo and a conditioner selected from a kit having a  
plurality of shampoos and conditioners based upon the results of the evaluations. The shampoos and conditioners in the kit include  
graduated amounts of surfactants and conditioning polymers, so that a shampoo and a conditioner most suitable for a specific hair  
and scalp may be selected and used. A method of styling the hair with a kit of styling aids having as active component a polymeric  
complex including a film former, a static discharger and a volumizing resin.



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